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The Law Offices of
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From: John C. Pokotylo, Esq.

Date: October 7, 2008

Number of Pages Including Cover: 7

MESSAGE: FORMAL SUBMISSION OF:

- 1) Transmittal (1 pg.);
- 2) Fee transmittal (1 pg.);
- 3) Information Disclosure Statement (3 pgs.); and
- 4) PTO/SB/08A (1 pg.).

Attorney Docket No.: Google-58 (GP-155-00-US)

Appl. No.: 10/750,365

Applicants: Sumit AGARWAL, et al.

Filed: December 31, 2003

Title: DETERMINING AND/OR DESIGNATING BETTER AD INFORMATION SUCH AS AD
LANDING PAGES

TC/A.U.: 2167

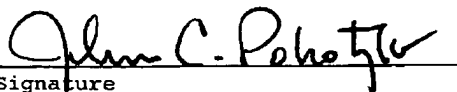
Examiner: Cheryl Lewis

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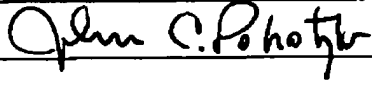
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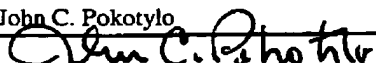
Please type a plus sign (+) inside this box --> Modified PTO/SB/21 (08-00)
Approved for use through 10/31/2002. OMB 0651-0031
U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

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TRANSMITTAL FORM <i>(to be used for all correspondence after initial filing)</i>	Application Number	10/750,365
	Filing Date	December 31, 2003
	First Named Inventor	Sumit AGARWAL
	Group Art Unit	2167
	Examiner Name	Cheryl Lewis
Total Number of Pages in This Submission		Attorney Docket Number Google-58 (GP-155-00-US)

ENCLOSURES <i>(check all that apply)</i>		
<input checked="" type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input type="checkbox"/> Amendment / Reply <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input checked="" type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Response to Missing Parts/ Incomplete Application <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Assignment Papers <i>(for an Application)</i> <input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____	<input type="checkbox"/> After Allowance Communication to Group <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to Group <i>(Appeal Notice, Brief, Reply Brief)</i> <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input type="checkbox"/> Postcard Receipt <input type="checkbox"/> Other Enclosure(s) <i>(please identify below):</i>
Remarks _____		

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT	
Firm or Individual name	John C. Pokotylo (Reg. No. 36,242)
Signature	
Date	October 7, 2008

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Typed or printed name	John C. Pokotylo		
Signature		Date	October 7, 2008

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Modified PTO/SB/17 (01-03)

Approved for use through 04/30/2003. OMB 0651-0032
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**FEE TRANSMITTAL
for FY 2007**

Effective 09/30/2007. Patent fees are subject to annual revision.

☐ Applicant claims small entity status. See 37 CFR 1.27

TOTAL AMOUNT OF PAYMENT (\$ 180.00)

Complete if Known

Application Number	10/750,365
Filing Date	December 31, 2003
First Named Inventor	Sumit AGARWAL
Examiner Name	Cheryl Lewis
Art Unit	2167
Attorney Docket No.	Google-58 (GP-155-00-US)

METHOD OF PAYMENT (check all that apply)

☐ Check ☐ Credit card ☐ Money Order ☐ Other ☐ None☒ Deposit Account:Deposit
Account
Number
Deposit
Account
Name

50-1049

Straub & Pokotylo

The Commissioner is authorized to: (check all that apply)

☒ Charge any underpayment of fee(s) indicated below ☒ Credit any overpayments☒ Charge any fee(s) due in connection with the filing submitted herewith☒ Charge fee(s) indicated below, except for the filing fee in the to the above-identified deposit account.

FEE CALCULATION

1. BASIC FILING, SEARCH & EXAMINATION FEES

Large Entity	Small Entity	Fee Description	Fee Paid
Fee Code (\$)	Fee Code (\$)		
1030	515	Utility fee	
440	220	Design fee	
680	340	Plant fee	
1440	720	Reissue fee	
210	105	Provisional fee	
SUBTOTAL (1)			(\$ 0.00)

2. EXTRA CLAIM FEES FOR UTILITY AND REISSUE

Total Claims		-20** =		X		=	
Independent Claims		-3** =		X		=	
Multiple Dependent						=	

Large Entity	Small Entity	Fee Description	Fee Paid
Fee Code (\$)	Fee Code (\$)		
1202	2202	25 Claims in excess of 20	
1201	2201	105 Independent claims in excess of 3	
1203	2203	185 Multiple dependent claim, if not paid	
1204	2204	105 **Reissue independent claims over original patent	
1205	2205	25 **Reissue claims in excess of 20 and over original patent	
SUBTOTAL (2)			(\$ 0.00)

**or number previously paid, if greater, For Reissues, see above

FEE CALCULATION (continued)

3. ADDITIONAL FEES

Large Entity	Small Entity	Fee Code (\$)	Fee Code (\$)	Fee Description	Fee Paid
1051	2051	130	65	Surcharge - late filing fee or oath	
1052	2052	50	25	Surcharge - late provisional filing fee or cover sheet	
1053	1053	130	130	Non-English specification	
1812	1812	2,520	2,520	For filing a request for ex parte reexamination	
1804	1804	920*	920*	Requesting publication of SIR prior to Examiner action	
1805	1805	1,840*	1,840*	Requesting publication of SIR after Examiner action	
1251	2251	120	60	Extension for reply within first month	
1252	2252	460	230	Extension for reply within second month	
1253	2253	1,050	525	Extension for reply within third month	
1254	2254	1,640	820	Extension for reply within fourth month	
1255	2255	2,230	1,115	Extension for reply within fifth month	
1401	2401	510	255	Notice of Appeal	
1402	2402	510	255	Filing a brief in support of an appeal	
1403	2403	1,030	515	Request for oral hearing	
1451	2451	1,510	1,510	Petition to Institute a public use proceeding	
1452	2452	510	255	Petition to revive - unavoidable	
1453	2453	1,540	770	Petition to revive - unintentional	
1501	2501	1,440	720	Utility issue fee (or reissue)	
1502	2502	820	410	Design issue fee	
1503	2503	1,130	565	Plant issue fee	
Petitions to the Commissioner - check fee sheet					
1807	2807	50	50	Processing fee under 37 CFR 1.17(c)	
1806	2806	180	180	Submission of Information Disclosure Stmt	
8021	8021	40	40	Recording each patent assignment per property (times number of properties)	180.00
1809	2809	810	405	Filing a submission after final rejection (37 CFR 1.129(a))	
1810	2810	810	405	For each additional invention to be examined (37 CFR 1.129(b))	
1801	2801	810	405	Request for Continued Examination (RCE)	
1802	2802	900	900	Request for expedited examination of a design application	

Other fee (specify)

* Reduced by Basic Filing Fee Paid

SUBTOTAL (3) (\$ 180.00)

SUBMITTED BY

Name (Print/Type)	John C. Pokotylo	Registration No. (Attorney/Agent)	36,242	Telephone	(732) 936-1400
Signature	<i>John C. Pokotylo</i>	Date	October 7, 2008		

WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.

This collection of information is required by 37 CFR 1.17 and 1.27. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, Washington, DC 20231.

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IN THE UNITED STATES
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: **Google-58 (GP-155-00-US)**

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Serial No.: **10/750,365**

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AS AD LANDING PAGES**

Examiner: **Cheryl Lewis**

Group Art Unit: **2167**

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

S I R:

INFORMATION DISCLOSURE STATEMENT

The applicants respectfully request that the references listed on the attached PTO/SB/08A be considered in the examination of the above-identified application. Since each of these references is a U.S. patent or a patent application publication, no copies are enclosed. (See the notice, "Information Disclosure Statements May Be Filed Without Copies of U.S. Patents and Published Applications in Patent Applications Filed After June 30, 2003," Pre-OG Notices (July 11, 2003).)

10/08/2008 PCHOMP 00000022 501049 10750365
01 FC:1006 100.00 DA

The applicants reserve the right to establish that any of the references listed on the attached PTO/SB/08A are not prior art to the above-captioned application.

This Information Disclosure Statement is being submitted more than three (3) months after the filing date of the application and following the issuance of an Office Action, but before a final Office Action (finality of Office Action mailed on February 22, 2007 (Paper No. 20070208) was withdrawn by Office Action mailed on September 11, 2007 (Paper No. 20070904)), a Notice of Allowance, or an action that otherwise closes prosecution. The Patent Office is authorized to charge the fee of \$180.00, to obtain consideration of this Information Disclosure Statement under 37 C.F.R. § 1.97(c)(2), to the deposit account of Straub & Pokotylo, deposit account number 50-1049. A fee transmittal letter is submitted herewith to facilitate charging of the fee.

Respectfully submitted,

October 7, 2008



John C. Pokotylo, Attorney

Reg. No. 36,242

Customer No. 26479

(732) 936-1400

STRAUB & POKOTYLO
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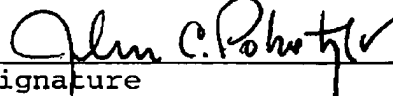
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